

**WHAT IS CLAIMED IS:**

- 1 1. A method for generating a digital video stream, comprising:
- 2 at a media generator, generating intermediate digital content based on data that
- 3 indicates what content to include in said digital video stream without
- 4 digitizing an analog video stream;
- 5 transferring intermediate digital content to an encoder; and
- 6 at said encoder, encoding said intermediate digital content into said digital video
- 7 stream.
- 1 2. The method of claim 1, further comprising the following steps that precede said step
- 2 of generating intermediate digital content at a media generator:
- 3 presenting a user with a list of available configuration options;
- 4 recording a set of user preferences which correspond to said list of available
- 5 configuration options selected by said user;
- 6 transferring said set of user preferences to a media generator;
- 1 3. The method of claim 1, wherein said data that indicates what content to include in
- 2 said digital video stream includes at least one member selected from the group
- 3 consisting of: a particular background color, a particular number of objects presented
- 4 on screen, a particular color of objects presented on screen, a particular shape of
- 5 objects presented on screen, a particular velocity of objects presented on screen, and a
- 6 particular sound played during presentation.

- 1 4. The method of claim 1, wherein said media generator is operatively connected to a  
2 local storage, said local storage storing electronic still images or video.
- 1 5. The method of claim 4, wherein said step of generating intermediate digital content  
2 comprises said media generator retrieving digital pictures, video, or sound from said  
3 local storage.
- 1 6. The method of claim 1, wherein said step of generating intermediate digital content  
2 includes said media generator generating at least one timestamp on one or more  
3 frames, wherein for each of said one or more frames said at least one timestamp  
4 indicates at least one member selected from the group consisting of: time said frame  
5 is encoded, time said frame is served by a digital video server, and time said frame is  
6 displayed by a client.
- 1 7. The method of claim 1, wherein said step of digitizing said segment of intermediate  
2 digital video into said digital video stream includes digitalizing according to at least  
3 one member selected from the group consisting of: the DVB standard, the ATSC  
4 standard, the MPEG-1 standard, the MPEG-2 standard, the AVI standard, the  
5 QuickTime standard, and the MPEG-4 standard.

1 8. The method of claim 2, wherein said step of presenting a user with a list of available  
2 configuration options is performed by presenting the user with one or more web  
3 pages.

1 9. The method of claim 1, wherein said step of transferring said set of user preferences  
2 to a media generator is performed over at least one member selected from the group  
3 consisting of: the Internet and a proprietary Intranet.

1 10. The method of claim 1, wherein said step of digitizing said segment of intermediate  
2 digital video into said digital video stream occurs in real time.

1 11. A computer-readable medium carrying one or more sequences of instructions for  
2 presenting dynamic content from a server to a client, wherein execution of the one or  
3 more sequences of instructions by one or more processors causes the one or more  
4 processors to perform the steps of:  
5 at a media generator, generating intermediate digital content based on data that  
6 indicates what content to include in said digital video stream without  
7 digitizing an analog video stream;  
8 transferring intermediate digital content to an encoder; and  
9 at said encoder, encoding said intermediate digital content into said digital video  
10 stream.

1     12.     The computer-readable medium of claim 11, wherein execution of the one or more  
2             sequences of instructions by one or more processors causes the one or more  
3             processors to perform the following steps that precede said step of generating  
4             intermediate digital content at a media generator:  
5             presenting a user with a list of available configuration options;  
6             recording a set of user preferences which correspond to said list of available  
7                         configuration options selected by said user;  
8             transferring said set of user preferences to a media generator;

1     13.     The computer-readable medium of claim 11, wherein said data that indicates what  
2             content to include in said digital video stream includes at least one member selected  
3             from the group consisting of: a particular background color, a particular number of  
4             objects presented on screen, a particular color of objects presented on screen, a  
5             particular shape of objects presented on screen, a particular velocity of objects  
6             presented on screen, and a particular sound played during presentation.

1     14.     The computer-readable medium of claim 11, wherein said media generator is  
2     operatively connected to a local storage, said local storage storing electronic still  
3     images or video.

1     15.     The computer-readable medium of claim 14, wherein said step of generating  
2           intermediate digital content comprises said media generator retrieving digital pictures,  
3           video, or sound from said local storage.

- 1 16. The computer-readable medium of claim 11, wherein said step of generating  
2 intermediate digital content includes said media generator generating at least one  
3 timestamp on one or more frames, wherein for each of said one or more frames said  
4 at least one timestamp indicates at least one member selected from the group  
5 consisting of: time said frame is encoded, time said frame is served by a digital video  
6 server, and time said frame is displayed by a client.
- 1 17. The computer-readable medium of claim 11, wherein said step of digitizing said  
2 segment of intermediate digital video into said digital video stream includes  
3 digitalizing according to at least one member selected from the group consisting of:  
4 the DVB standard, the ATSC standard, the MPEG-1 standard, the MPEG-2 standard,  
5 the AVI standard, the QuickTime standard, and the MPEG-4 standard.
- 1 18. The computer-readable medium of claim 12, wherein said step of presenting a user  
2 with a list of available configuration options is performed by presenting the user with  
3 one or more web pages.
- 1 19. The computer-readable medium of claim 11, wherein said step of transferring said set  
2 of user preferences to a media generator is performed over at least one member  
3 selected from the group consisting of: the Internet and a proprietary Intranet.

1 20. The computer-readable medium of claim 11, wherein said step of digitizing said  
2 segment of intermediate digital video into said digital video stream occurs in real  
3 time.

1 21. A system for generating digital content, comprising:  
2 a media generator means for generating said digital content based upon data  
3 indicating how to configure said digital content; and  
4 an encoder means for encoding said digital content based upon said data indicating  
5 how to configure said digital content, wherein said encoder is operatively  
6 connected to said media generator.

1 22. The apparatus of claim 21, further comprising:  
2 a configuration manager means for recording said data indicating how to configure  
3 said digital content, wherein said configuration manager is operatively  
4 connected to said media generator;

1 23. The apparatus of claim 21, wherein said data indicating how to configure said digital  
2 content includes at least one member selected from the group consisting of: a  
3 particular background color, a particular number of objects presented on screen, a  
4 particular color of objects presented on screen, a particular shape of objects presented  
5 on screen, a particular velocity of objects presented on screen, and a particular sound  
6 played during presentation.

- 1 24. The apparatus of claim 21, where said media generator means is operatively  
2 connected to a local storage, whereby said local storage stores digital pictures, sound,  
3 and video, and said media generator means retrieves electronic digital pictures, sound,  
4 or video from said local storage in generating said digital content.
- 1 25. The apparatus of claim 21, wherein said data indicating how to configure said digital  
2 content includes said media generator generating at least one timestamp on one or  
3 more frames, wherein for each of said one or more frames said at least one timestamp  
4 indicates at least one member selected from the group consisting of: time said frame  
5 is encoded, time said frame is served by a digital video server, and time said frame is  
6 displayed by a client.
- 1 26. The apparatus of claim 21, wherein said data indicating how to configure said digital  
2 content includes said encoding means encoding said digital content according to at  
3 least one format selected from the group consisting of: the DVB standard, the ATSC  
4 standard, the MPEG-1 standard, the MPEG-2 standard, the AVI standard, the  
5 QuickTime standard, and the MPEG-4 standard.
- 1 27. The apparatus of claim 22, where said configuration manager means records said data  
2 indicating how to configure said digital content by presenting a user with one or more  
3 web pages.

1 28. The apparatus of claim 21, where said information received from the configuration  
2 manager means in transmitted over at least one member from the group consisting of:  
3 the Internet and a proprietary network.

1 29. The apparatus of claim 21, where said encoding means operates in real time.

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